ESTTA Tracking number:

ESTTA396219 03/03/2011

Filing date:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91191056
Party	Defendant Franciscan Vineyards, Inc.
Correspondence Address	JOHN M RANNELLS BAKER & RANNELLS PA 575 ROUTE 28, SUITE 102 RARITAN, NJ 08869-1354 UNITED STATES jmr@br-tmlaw.com
Submission	Defendant's Notice of Reliance
Filer's Name	John M. Rannells
Filer's e-mail	jmr@br-tmlaw.com, k.hnasko@br-tmlaw.com, n.friedman@br-tmlaw.com
Signature	/john rannells/
Date	03/03/2011
Attachments	91191056 notice rely colas 3-3.pdf (27 pages)(1469118 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

X			
White Rock Distilleries, Inc.	Opposition No. 91191056		
Opposer	Mark: PINNACLES RANCHES		
v.	Serial No.: 77/598674		
Franciscan Vineyards, Inc.			
Applicant			
A			

APPLICANT'S NOTICE OF RELIANCE PURSUANT TO 37 CFR §2.122(e)

Please take notice that Applicant, Franciscan Vineyards, Inc. ("Applicant"), pursuant to 37 CFR §2.122(d)(2) is hereby noticing its reliance on the following:

Official Records of the U.S. Dept. of the Treasury, Alcohol and Tobacco Tax and Trade Bureau TTB on-line search database, namely copies of (1) search results page, (2) COLA abstract, and (3) actual Label Approval for various Certificates of Label Approvals each of which are annexed hereto.

The annexed exhibit is relevant to the issue of the distinctiveness of Applicant's PINNACLES RANCHES mark and to said mark's function as a trademark. It is also relevant to the testimony of Paul Reidl, filed on behalf of Opposer in this proceeding - The Opposer is relying upon the testimony of Paul W. Reidl as expert testimony. Applicant disputes that Mr. Reidl qualifies as an expert, disputes his alleged expertise in certain areas, disputes that the questions and types of questions asked of Mr. Reidl and his testimony responses thereto requires or lends itself to expert testimony or to understanding the evidence or to determining any fact in issue, disputes his methodology, and disputes many of the statements made by and conclusions

reached by Mr. Reidl, including without limitation his statements and conclusions concerning or that rely upon his searches of COLA's on the TTB online search portal. The annexed is also relevant to show, in general, the inaccuracy of various statements made by, methodology used by, and conclusions reached by the witness.

Respectfully submitted,

BAKER and RANNELLS PA

John M. Rannells
Attorney for Applicant
575 Route 28, Suite 102
Raritan, New Jersey 08869
(908) 722-5640
jmr@br-tmlaw.com

CERTIFICATE OF SERVICE

I hereby certify a copy of the foregoing APPLICANT'S NOTICE OF RELIANCE PURSUANT TO 37 CFR §2.122(e) in re: White Rock Distilleries, Inc. V. Franciscan Vineyards, Inc., Opposition No. 91191056 was served on counsel for Applicant, this 3rd day of March, 2011 by sending same via First Class Mail, postage prepaid, to:

Daniel I. Schloss Greenberg Traurig, LLP 200 Park Avenue, 34th Floor New York, NY 10166

DATED: March 3, 2011

John/M. Rannells



ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

- <u>Search Public COLA Registry</u>
- : COLAs Online FAQs
- **Contact Us**
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Search Results: COLAs

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1 to 20 of 233 (Total Matching Records: 233) | Next >

TTB ID	<u>Permit</u> <u>No.</u>	<u>Serial</u> Number	Completed Date	<u>Fanciful</u> <u>Name</u>	<u>Brand</u> <u>Name</u>	Origin Clas	s/Type
00033000000088	CA-BW- 4594	00-04	02/03/2000		ESTANCIA ESTATES	01	80
00047000000106	BW-CA- 4594	00-6	02/16/2000		ESTANCIA ESTATES	01	80
00076000000279	BW-CA- 4594	00-12	03/20/2000		ESTANCIA ESTATES	01	80
00076000000280	BW-CA- 4594	00-13	03/20/2000		ESTANCIA ESTATES	01	80
00097000000150	BW-CA- 4594	00-14	04/12/2000		ESTANCIA ESTATES	01	81
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00160000000138	BW-CA- 4594	00-25	06/14/2000		ESTANCIA	01	88
00168000000386	BW-CA- 4594	00-33	06/22/2000		ESTANCIA ESTATES	01	80
00172000000078	BW-CA- 5843	00-01	06/26/2000		ESTANCIA ESTATES	01	81
00172000000079	BW-CA- 5843	00-02	06/26/2000		ESTANCIA ESTATES	01	80
00182000000125	BW-CA- 4594	00-37	07/10/2000		ESTANCIA ESTATE	01	80

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00206000000288	CA-BW- 4594	00-40	07/28/2000 RESERVE	ESTANCIA	01	80	
00217000000017	BW-CA- 4594	00-23	08/14/2000	ESTANCIA MERITAGE	01	80	
00217000000018	BW-CA- 4594	00-24	08/14/2000	ESTANCIA MERITAGE	01	80	
00229000000165	BW-CA- 4594	00-41	09/06/2000	ESTANCIA MERITAGE	01	80	
<u>00229000000166</u>	BW-CA- 4594	00-42	09/06/2000	ESTANCIA MERITAGE	01	80	
00262000000183	BW-CA- 4594	00-50	09/20/2000	ESTANCIAL ESTATES	01	80	
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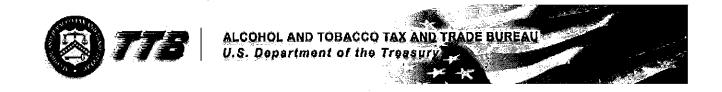


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If you have difficulty accessing any information in the site due to a disability, please contact us via email (webmaster@ttb.treas.gov) and we will do our best to make the information available to you.

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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

- ⇒ Search Public COLA Registry
- > COLAs Online FAQs
- <u>Contact Us</u>
- Public COLA Registry Manual
- Download Public COLA Registry Manual
- <u>COLAs Online Logon</u>

COLA Detail

TTB ID: **@** 00097000000150

Status: @ APPROVED

Vendor Code: 0 003085

Serial #: 0 00-14

Class/Type Code: @ TABLE WHITE WINE

Origin Code: O CALIFORNIA

Brand Name: 0 ESTANCIA ESTATES

Fanciful Name: 0

Type of Application: 6 LABEL APPROVAL

For Sale In: 0

Total Bottle Capacity: 0

Wine Vintage: 0 1999

Formula/SOP No.: 0

Lab No./Lab Date: 0

Approval Date: 04/12/2000

Printable Version

Qualifications: 0

02,10,23.

Plant Registry/Basic Permit/Brewers No (Principal Place of Business): 0

BW-CA-4594

Plant Registry/Basic Permit/Brewers No (Other): 🛭

Contact Information:

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click here. Please include CFM ID/TTB ID number in your request.

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APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL. See Instructions and Paperwork Reduction Act Notice on Bock) PART I APPLICATION PART II APPLI	00097-000-0001				OMB N T OF THE TREASU IOL, TOBACCO & FIR	
VEIDLE CODE (Responsed) 2. SERIAL HUMBER (Passades) 7. AMERICAN ASSIGNMENT REGISTRY, BASIC 30 0. 1 4 PERMIT OR DEWENDER NOTICE (Required) 1. PERMIT OR DEWENDER NOTICE (Required) 1. PERMIT OR DEWENDER NOTICE (SERIAL PROJECTION OF PROJECTIO	T OR N	<u> </u>	APPLICA (See I	TION FOR AND LABEL/BC Instructions and Page	CERTIFICATION/E	XEMPTION OF
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PART RECISTRY/RASIC PERMIT NO/IRREWERS NO. PEANT RECISTRY/RASIC PERMIT NO IRREWERS NO. PEANT RECISTRY/RASIC PERMIT NO. PEANT RECISTRY/RASIC PERMIT NO. P	BRAND NAME (Required) Estancia Estates	0 - 1 4 Cludos Wine Varietal	1178 Gall	eron Road	dba Estancia Estate) 5
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PART III - APPLICANT'S CERTIFICATION (In the thor representations on the labels attached to this first on this application are true and correct to the bast of my knowledge and belief, the thor representations on the labels attached to this first on the provided of the first one of the labels attached to this first one of the labels attached to this force of the labels attached to the labels and the labels attached to the labels and the labels attached to the labels and the labels attached to the labels attached	SHOW ANY WORDING (6) APPEARING ON E CONTARVER, THIS WORDING MUST BE PEARING ON LABELS.	MATERIAL FIRMLY AFFIXED TO TH NOTED HERE EVEN IF IT DUPLICA	E CONTAINER (e.g. caps, co TES POSTRONS OF THE U	katels Affixed Below, Al	THE LABELS APPLYED BELOW, C SO, PROVIDE TRANSLATIONS O	R (b) EMBOSSED ON FOREIGN LANGUAGE TEXT
A PART III SAF CENTRAL BY SELECTION OF THE ACTION OF THE A	Conte			The second of th		
PROPERTY OF A PR		clare; that all statements ar	pearing on this epp	lication are true and cor		
This certificate is issued subject to applicable laws, regulations and conditions as set forth on the back of this form. PR 1 2 7000 Superation of the property of the proper	o, that the representations on the ntainers to which these labels will pear on the reverse of an origina that E OF APPLICATION 119 SI	I be applied, (also certify the ATT F 6100.31, Certificate CNATURE OF APPLICANT	m, including suppler net I have read, under SExemption of Labe	nental documents, truly erslood and complied w WBottle Approval.	and correctly represent tith the conditions and ins	ne content of the ructions which
PR 1 2 7000 Convergence Signature, Bureau of Alcohol, Tobacco & Firearms POR ATF USE ONLY ALIFICATIONS ON WIEN NEW LABELS ARE PRINTED, ALL MANDATORY INFORMATION EXCLUDING MUST APPEAR IN PRINTING MUST APPEAR IN PRINTING MUST APPEAR IN PRINTING MUST APPEAR IN PRINTING COMPLETE SET OF LABELS BELOW PRINTED, COMPLETE SET OF LABELS BELOW ESTANCIA* CHARDONNAY After over 30 years of working these vines, we continue to produce Chardonny universely due to dase. Estancia is delicatually fruity, and fash as Memiters Play's count recall before. PINNACLES PINNACLES SEPRETOR GROWN STREAMS TUDGE, VINEYARD, MASTER WWICE CHARDONNAY **SYSTEMS SERVING MONTH ON THE SHERIFTS GEVEN AND TO NO		→ M. P. S.	PART III ∜ATF CE	RTIFICATE	.000.00 / 10 1 / 10.0000002T0 /	Adam a dia h
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ESTANCIA* CHARDONNAY Alter over 30 years of working these vines we continue to produce Chardonnay univished in its class. Estancia is deficiently fruity, and firsh as Montery Bay's coal occas brooze. -Howard Tuger, Vineyard Master www.estanciaestack.com PROPRIETOR GROWN HARDONNAY PROPRIETOR GROWN FROM THE TOO NAY PROPRIETOR GROWN FROM THE TOO NAY PROPRIETOR GROWN FROM THE STANCE OF THE SIGNED OF	MILLIMETERS.	, BÃ	CKGROUND.	STING	23. N WILL	O MORE USE-UPS SE GRANTED.
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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

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TTB ID	<u>Permit</u> <u>No.</u>	<u>Serial</u> Number	Completed Date	<u>Fanciful</u> <u>Name</u>	<u>Brand</u> <u>Name</u>	Origin Class/Ty	/pe
03141000000275	BW-CA- 4620	030014	05/23/2003		ESTANCIA ESTATES	01	88
03141000000276	BW-CA- 4620	030013	05/23/2003		ESTANCIA ESTATES	01	80
03212000000045	BW-CA- 4674	030108	08/12/2003		ESTANCIA	01	80
03273000000130	BW-CA- 5843	030002	10/14/2003		ESTANCIA ESTATES	01	81
03295003000107	PR-I- 773	030011	11/07/2003	ROBLE	ESTANCIA LA PIEDRA	52	80
03295003000108	PR-I- 773	030012	11/07/2003	ROBLE	ESTANCIA LA PIEDRA	52	80
03295003000109	PR-I- 773	030013	11/07/2003	ROBLE	ESTANCIA LAL PIEDRA	52	80
03295003000110	PR-I- 773	030014	11/07/2003	SELECCION	ESTANCIA LA PIEDRA	52	80
03295003000111	PR-I- 773	030015	11/07/2003	SELECCION	ESTANCIA LA PIEDRA	52	80
03295003000112	PR-I- 773	030016	11/07/2003	SELECCION	ESTANCIA LA PIEDRA	52	80
03308002000084	GA-I- 644	030006	11/20/2003		ESTANCIA ANCON	62	80
03308002000085	GA-I- 644	030005	11/20/2003		ESTANCIA ANCON	62	80
04006000000051	BW-CA- 5843	030002	01/08/2004		ESTANCIA	01	81
04006000000052	BW-CA- 5843	030003	01/08/2004		ESTANCIA	01	80

04030000000128	BW-CA- 4674	040001	02/12/2004	ESTANCIA	01	80
04030000000129	BW-CA- 4674	040002	02/12/2004	ESTANCIA	01	81
<u>04030000000130</u>	BW-CA- 4674	040003	02/12/2004	ESTANCIA	01	80
04048002000001	PR-I- 773	040001	03/02/2004 PAREDINAS	ESTANCIA LA PIEDRA	52	80
04069000000041	BW-CA- 4674	040022	03/19/2004	ESTANCIA	01	80
04085000000228	BW-CA- 5843	040002	04/12/2004	ESTANCIA	01	88
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- Download Public COLA Registry <u>Manual</u>
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COLA Detail

TTB ID: **@** 04006000000051

Status: **0** APPROVED

Vendor Code: 0

Serial #: **0** 030002

Class/Type Code: • TABLE WHITE WINE

Origin Code: O CALIFORNIA

Brand Name: @ ESTANCIA

Fanciful Name: 0

Type of Application: • LABEL APPROVAL

For Sale In: 0

Total Bottle Capacity: 0

Wine Vintage: @ 2002

Formula/SOP No.: 0

Lab No./Lab Date: 0

Approval Date: 01/08/2004

Printable Version

Qualifications: 0

Plant Registry/Basic Permit/Brewers No (Principal Place of Business): 0

BW-CA-5843

FRANCISCAN VINEYARDS, FRANCISCAN VINEYARDS, INC.

1775 METZ ROAD

SOLEDAD, CA 93960

Plant Registry/Basic Permit/Brewers No (Other): @

Contact Information:

Phone Number:

Fax Number:

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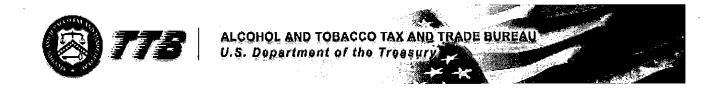
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<u></u>	1006 DEPARTMENT OF TH	OMB No. 1513-0020 (11/30/2005
04006-000-000051	ALCOHOL AND TOBACCO TAX	AND TRADE BUREAU
To the state of th	APPLICATION FOR AND CERTIF	FICATION/EXEMPTION OF
1006 (((any)	LABEL/BOTTLE A (See Instructions and Paperwork Red	- FF - F - F - F - F - F - F - F - F -
PLANT REGISTRY/BASIC PERMIT/BREWER'S N	O. PART I - APPLIC	ATION
(Required)	7. NAME AND ADDRESS OF APPLICANT AS SHO	OWN ON PLANT REGISTRY, BASIC
BW CA 5843	PERMIT OR BREWER'S NOTICE. INCLUDE AF USED ON THE LABEL (Regulred)	PROVED DBA OH THADEIVAINE II
SERIAL NUMBER (Required) 4. TYPE OF PRODU	CT Franciscan Vineyards, Inc. db	oa Estancia Estates
EAR (Required)	1775 Metz Road	
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BRAND NAME (Required)	7a. MAILING ADDRESS, IF DIFFERENT	
Estancia	Franciscan Vineyards, Inc.	
FANCIFUL NAME (If any)	P.O. Box 407	
to FOOILI AIROR	Rutherford, CA 94573	8- <u>3-3-, 4-3-, 49-,</u>
((f any)	IMPORT NO. & DATE (II any) a DX CERTIFIC	APPLICATION <i>(Chack applicable box(as))</i> CATE OF LABEL APPROVAL CATE OF EXEMPTION FROM LABEL APPROVAL
Lini content	VINE APPELLATION (If on label) *For sale i	inonly" (Fill in State abbreviation
375 ml CONTENT 13.5% M	lonterey notiled	TIVE LIQUOR BOTTLE APPROVAL. TOTAL CAPACITY BEFORE CLOSURE
. WINE VINTAGE 15. PHONE NUMBER	16. FAX NUMBER (Fill In am	iount)
DATE (II on label) (707) 967-2110	1 1707-967-2129 TTBID	ISSION AFTER REJECTION
SHOW ANY WORDING (a) APPEARING ON MATERIALS F.	IRMLY AFFIXED TO THE CONTAINER (e.g., caps, coloscals, corks	S. BIG.) OTHER THAN THE LABELS AFFIXED
BELOW, OR (b) BLOWN, BRANDED OH EMBUSSED ON 1.	HE CONTAINER (a.g., nei comants, etc.). THIS WORDING MUST WIDE TRANSLATIONS OF FOREIGN LANGUAGETEXT APPEARI	BE NOTED HERE EVEN IF IT DUPLICALES
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ached to an original TTB F 5100.31, Certificale/Exem		
id, that the representations on the labels attached to t	ents appearing on this application are true and correct to this form, including supplemental documents, truly and c	correctly represent the content of the
	No. of Label/Bottle Approval. ANT OR AUTHORIZED AGENT 21. PRINT NAME OF	ABBI ICANT OR AUTHORIZED AGENT
W. spour	the same	, Vice-President
	PART III - TTB CERTIFICATE	
	o laws, regulations and conditions as set forth in the ins	
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Propeteire Grown Montrey vineyands in Joy. We use gentle, bourique-style winerpassing techniques in the winers to preserve the character of the rineyard in extre bottle. At Patancia our wine is mide alondy to be enjoyed that way. ***********************************	Estano	
Properties Grown Montrery vinegrant impoy. We use gentle, bourique-style winerpaking techniques in the winers to preserve the character of the vinegrand in extrep bottle. At Examels our wine is made alondy to be enjoyed that way. ***WWW.estanciaestates.com** ***PROPERTING ROWNED BOTTLESS AT STANCIA STATES SOLEDAD, CA USA * CONTAINS SULFITES * 375ml GOYEANMENT WARMING: (II) ACCORDING TO THE SURGEON ROWNERS WINDOWS WINDOWS DEVERAGES	Estanc pinnacher Montenes	
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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

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TTB ID	<u>Permit</u> <u>No.</u>	<u>Serial</u> Number	Completed Date	<u>Fanciful</u> <u>Name</u>	<u>Brand</u> <u>Name</u>	Origin Class/T	ype
04085000000230	BW- CA- 5843	040001	04/12/2004		ESTANCIA	01	88
04097000000165	BW- CA- 5843	040003	04/19/2004		ESTANCIA	01	88
04097000000166	BW- CA- 5843	040004	04/19/2004	MERITAGE	ESTANCIA .	01	88
04104000000184	BW- CA- 5843	040005	04/27/2004		ESTANCIA	01	88
04131000000080	BW- CA- 4674	040052	05/13/2004	KEYES CANYON RANCHES	ESTANCIA	01	80
04131000000081	BW- CA- 4674	040053	05/13/2004	PINNACLES RANCHES	ESTANCIA	01	80
04147000000041	IL-I- 1274	041201	06/03/2004		ESTANCIA LES ALGARROBES	62	80
04147000000042	IL-I- 1274	041202	06/03/2004		ESTANCIA LES ALGARROBES	62	80
04147000000043	IL-I- 1274	041204	06/03/2004		ESTANCIA LES ALGARROBES	62	80
04169000000181	BW- CA- 4674	040060	06/29/2004		ESTANCIA	01	80

	<u>04169000000182</u>	BW- CA- 4674	040061	06/29/2004	ESTANCIA	01	81
	<u>04169000000201</u>	BW- CA- 4674	040062	06/29/2004	ESTANCIA	01	80
	<u>04169000000202</u>	BW- CA- 4674	040063	06/29/2004	ESTANCIA	01	80
	<u>04169000000203</u>	BW- CA- 4674	040064	06/29/2004	ESTANCIA	01	80
	<u>04169000000204</u>	BW- CA- 4674	040065	06/29/2004	ESTANCIA	01	80
	<u>04169000000205</u>	BW- CA- 4674	040069	06/29/2004	ESTANCIA	01	81
	<u>04190001000039</u>	FL-I- 1975	040017	09/16/2004 ROBLI	E ESTANCIA PIEDRA	52 .	80
	<u>04190001000042</u>	FL-I- 1975	040018	09/16/2004 SELEC	CCION ESTANCIA PIEDRA	52	80
	<u>04202000000013</u>	BW- CA- 5843	040006	08/02/2004	ESTANCIA	01	80
	<u>04257000000009</u>	BW- CA- 5843	040009	09/17/2004	ESTANCIA	01	88
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New Search

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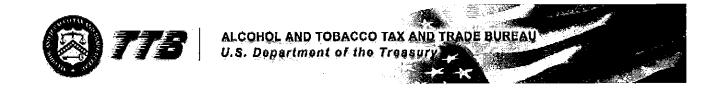
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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ **Exemption of Label/Bottle Approval**

- Search Public COLA Registry
- COLAs Online FAQs
- Contact Us
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COLA Detail

TTB ID: @ 04169000000182

Status: @ APPROVED

Vendor Code: 0

Serial #: 0 040061

Class/Type Code: @ TABLE WHITE WINE

Origin Code: O CALIFORNIA

Brand Name: @ ESTANCIA

Fanciful Name: 0

Type of Application:

LABEL APPROVAL

For Sale In: 0

Total Bottle Capacity: 0

Wine Vintage: @ 2002

Formula/SOP No.: 0

Lab No./Lab Date: 0

Approval Date: 06/29/2040

Printable Version

Qualifications: 0

33

Plant Registry/Basic Permit/Brewers No (Principal Place of Business): 0

BW-CA-4674

PACIFIC WINE PARTNERS, PACIFIC WINE PARTNERS, LLC

800 S ALTA ST

GONZALES, CA 93926

Plant Registry/Basic Permit/Brewers No (Other): 0

Contact Information:

Phone Number:

Fax Number:

If you want to obtain a copy of the entire Certificate of Label Approval, you will need to make a request under the Freedom of Information Action (FOIA). For more information click here. Please include CFM ID/TTB ID number in your request.

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04169-000 1. REP. ID. NO. (If eny)		APPLICATION FO OF LA	OMB No. 1512-0092 (11/30/200 RTMENT OF THE TREASURY IND TOBACCO TAX AND TRADE BUREAU OR AND CERTIFICATION/EXEMPTION IBEL/BOTTLE APPROVAL S and Peperwork Reduction Act Notice on Back) PART 1 - APPLICATION
(Required) BW-CA-4674 CA-W-3110	CA-I-4994 CA-I-4994 (Required) WINE DISTILLED SPIRITS MALT BEVERAGE	PERMIT OR BREWER'S USED ON THE LABEL (I Pacific Wine dba Estancia 800 S. Alta S Gonzales, C	OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC NOTICE, INCLUDE APPROVED DBA OR TRADENAME IF Required) Partiera LLC a Estates Street A 93926
5. BRAND NAME (Require Estancia 6. FANGIFUL NAME (If en plinnacles ranches	9 <i>d</i>)	7a. MAILING ADDRESS, IF D Pacific Wine I P.O. Box 780 Gonzales, CA	Partners LLC
8. EMAIL ADDRESS Kim.Wygel@pacvine.com 11. NET CONTENTS 750ml	9. FORMULA/SOP NO. (If any) 12. ALCOHOL 13. W CONTENT Montel	10, LAB. NO. & DATE/PRE- IMPORT NO. & DATE (If any) INE APPELLATION (If on label) rey	b. CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sele in
14. WINE VINTAGE DATE (If on label) 2002	15. PHONE NUMBER (831) 675-5320	16, FAX NUMBER (831) 675-2611	BOTILE CAPACITY BEFORE CLOSURE (Fill in amount) d. TESUBMISSION AFTER REJECTION TTB ID J. CAPS, CORSEAUS, CORES, AND OTHER THAN THE LABELS AFFIXED THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES ANGUAGE TEXT APPEARING ON LABELS.
nd, that the representations on tainers to which these lab ttached to an original TTB F. DATE OF APPLICATION 26/03/04 This certificate is	on the labels attached to this pels will be applied. I also cert 5100.31, Certificate/Exemptic. ON SIGNATURE OF APPLICA CONTRACTOR OF APPLICATOR OF A	form, including supplemental doc iff that I have read, understood a on of Label/Bottle Approval. INT OR AUTHORIZED AGENT 2	is sel forth in the instructions portion of this form
JUN 2 9 2004 2	Of Zahani	FOR TTB USE ONLY	
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ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

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COLA Detail

TTB ID: 10 04169000000203

Printable Version

Status: 0 APPROVED

Vendor Code: 0

Serial #: 0 040064

Class/Type Code: @ TABLE RED AND ROSE WINE

Origin Code: 7 CALIFORNIA

Brand Name: @ ESTANCIA

Fanciful Name: 0

Type of Application: 0 LABEL APPROVAL

For Sale In: 0

Total Bottle Capacity: 0

Wine Vintage: 0 2002

Formula/SOP No.: 0

Lab No./Lab Date: 0

Approval Date: 06/29/2004

Qualifications: 🛭

Plant Registry/Basic Permit/Brewers No (Principal Place of Business): 0

BW-CA-4674

PACIFIC WINE PARTNERS, PACIFIC WINE PARTNERS, LLC

800 S ALTA ST

GONZALES, CA 93926

Plant Registry/Basic Permit/Brewers No (Other): 0

Contact Information:

Phone Number:

Fax Number:

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	•				The state of	
	The second secon		٠	· Ani.	OMB No. 1512-00	92 (11/30/2005
1. REP, ID, NO. (If any)	000-000203		COHOL AND	MENT OF THE TR TOBACCO TAX AND AND CERTIFIC L/BOTTLE AP	REASURY TRADE BUREAU CATION/EXE	
1005		(See	Instructions and	d Paperwork Reduction	Act Notice on Back	<u>)</u>
PLANT REGISTRY/BA: (Required)	SIC PERMIT/BREWER'S NO.	7. NAME AND AD		PART I - APPLICATION		TRY, BASIC
BW-CA-4674 CA-W-3110	CA-I-4994	PERMIT OR BI USED ON THE		ICE, INCLUDE APPR ulred)	OVED DBA OR TR	ADENAME IF
3. SERIAL NUMBER (Requ			acific Wine Part oa Estancia Est			
YEAR	(Regulred)	l G	00 S. Alta Stree onzales, CA 93			
0 4 - 0 6 4	☐ DISTILLED SPIRITS ☐ MALT BEVERAGE	7a. MAILING ADDI	RESS, IF DIFFE	ERENT		
5. BRAND NAME (Requir Estancia	ed) 1999 9 3000	Pa	cific Wine Partr	ners LLC	2.27	1.29
6. FANCIFUL NAME (If an pinnacles ranches	לעי		D, Box 780 nzales, CA 939	26	, Asi	
8. EMAIL ADDRESS	9. FORMULA/SOP NO	. 10. LAB. NO. & DA		7. TYPE OF APPLICATIO		x(es))
Kim.Wygal@pacwine.com	(If any)	IMPORT NO. & DAT		. ☑ CERTIFICATE OF LA		L APPROVAL
11. NET CONTENTS	12. ALCOHOL 13. W	INE APPELLATION (IF	on (abel)		only' (Fül in Stat	e abbreviation)
750ml	13.5	<u> </u>	c	BOTTLE CAPACITY		TOTAL
14. WINE VINTAGE DATE	1 1144 115 115 115 115 1	16. FAX NUMBER	d.	(Fill (n amount)	TER REJECTION	3
2002	(831) 676-5320	(831) 675-2611	<u> </u>	TE ID	- \	CI C ACCIVED
18. SHOW ANY WORDING (a) BELOW, OR (b) BLOWN, B PORTIONS OF THE LABER	APPEARING ON MATERIALS FIR RANDED OR EMBOSSED ON THI LS AFFIXED BELOW, ALSO, PRO	MLY AFFIXED TO THE CO E CONTAINER (6.9., nel co VIDE TRANSLATIONS OF	ntainen (e.g., c nien(s, e(c.), THIS FOREIGN LANGU	eps, ceroseers, coms, erc.) (I WORDING MUST BE NO JAGE TEXT APPEARING (TEO HERE EVEN IF IT ON LABELS.	DUPLICATES
<u>. i didanggli</u>	<u></u>		OFFICATIO	<u> </u>		<u> 1000 100 100 100</u> CONTRACTOR 10
Under the panalties of pertur	y, I declare: that all statement on the labels attached to this	RT II = APPLICANT'S a appearing on this ap	olication ere Inc	e and correct to the be-	et of my knowledge	and belief;
19 DATE OF APPLICATION 06/03/04	5 100.31, Confidence Exemption 20. SIGNATURE OF APPLIA 3 Issued subject to applicable 23. AUTHORIZED SIGNATURE	PARTIV - TB CER	AGENT 21. F Kimb RTIFICATE conditions as se	erly Wygal, Altorney In	Fact s portion of this form	0000 - 46 <u></u> 8888 - 4
	of zites	FOR TTB USE	ONLY			
QUALIFICATIONS		· · · · · · · · · · · · · · · · · · ·	33.	ASTATEMENTOFN	Er	
			INT	NTENTS MUST I DWN OR BRANDE O THE BOTTLE C ITAINER.	-n	
			401		in et	
					EXPIRATION D	ATE (If any)
AFFIX COMPLETE SET OF	LABELS BELOW (See Gener	ral Instructions 4, 6 and	17)			1 1000
A CONTRACTOR OF THE SECOND	egi (Kin Bijaraya) - Kanada Kanadasan na malaya					1.7
	soos i		At Estan	NCIA PINOT NOIR	ion,	
Lite		•	proprietor-g	ique winemaking approach rown grapes express Pinot rry and raspberry flavors a	Noir's	
Costai	uciu		Juxurious,	rilky mouth feel. Estancia i lowly to be enjoyed that we	wines	
				elax and savor a glass.		
MONTE!			FROPRIETOR G ESTAN GONZALES, CA US	ROWN 6 BOTTLED BY ICIA ESTATES SA : CONTAINS SULFITES		
1	· · · · · · · · · · · · · · · · · · ·		GOYERNMENT WAR SURGEON GENERAL	MING: (1) ACCORDING TO THE WOMEN SHOULD NOT DRINK IS DURING PREGNANCY BECAUSE	FPO UPC GOES	
pinnackes	canches !		r Detherisk of Burn	ES DURING PREGNANCY BECAUSE DÉFECTS, (2) CONSUMPTION OF S DAPAPS YOUR ABILITY TO DRIVE	HCRE .	
	**************************************		A CAR OR OPERATE HEALTH PROBLEMS.	MACHINERY, AND MAY CAUSE		
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And the second	The second second	a.			1 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	•
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<u></u>					<u> </u>	- <u> </u>
TR F 6100 31 (3-2003) PRE	VIOUS EDITION IS OBSOLE	TE				1.77



ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

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Printable Version

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TTB ID	<u>Permit</u> <u>No.</u>	<u>Serial</u> Number	Completed Date	<u>Fanciful</u> <u>Name</u>	<u>Brand</u> <u>Name</u>	Origin Class/Ty	<u>/pe</u>
04257000000021	BW- CA- 5843	040007	09/17/2004		ESTANCIA	01	88
04257000000022	BW- CA- 5843	040008	09/17/2004	KEYES CANYON RANCHES, RESERVE	ESTANCIA	01	88
04309001000028	FL-I- 1975	040019	11/30/2004	PAREDINAS	ESTANCIA PIEDRA	52	80
04352003000061	NY-I- 1727	041123	12/29/2004		ESTANCIA DE CARRODILLA	62	80
05034000000022	BW- CA- 5843	050010	02/18/2005	STONEWALL VINEYARDS	ESTANCIA	01	88
05034000000023	BW- CA- 5843	050011	02/18/2005	PINNACLES VINEYARD	ESTANCIA	01	88
05034000000024	BW- CA- 5843	050012	02/18/2005		ESTANCIA	01	88
05034000000025	BW- CA- 4674	050019	02/18/2005	MAX SPECIAL SELECT	ESTANCIA	.01	81
05038000000086	BW- CA- 5843	050013	02/23/2005	STONEWALL VINEYARD	ESTANCIA	01	88
05038000000087	BW- CA- 5843	050014	02/23/2005	PINNACLES VINEYARD	ESTANCIA	01	88

4674 BW- 05187003000039 CA- 4674 BW- 05210003000047 CA- 5843 BW- 05210003000048 CA- 5843 BW- 05210003000048 CA- 5843 05230001000065 IL-I- 1095 050232 09/09/2005 LOS 05230001000067 IL-I- 1095 050233 08/26/2005 LOS 05230001000069 IL-I- 1095 050233 08/26/2005 LOS 05230001000070 IL-I- 1095 050234 08/26/2005 LOS 05230001000070 IL-I- 1095 050234 08/26/2005 LOS 05230001000070 IL-I- 1095 050234 08/26/2005 ESTANCIA 0S 05									
05187003000039	<u>05110000000136</u>	CA-	050041	04/27/2005		ESTANCIA	01	8	1
05210003000047 CA-		CA-	050081	07/14/2005 <mark> </mark>	PINNACLES RANCHES	ESTANCIA	01	8	1
05210003000048 CA- 5843 CA- 4674 CA- 5843 CA- 5843 CA- 5843 CA- 5843 CA- 4674 CA- 5843 CA- 5843 CA- 5843 CA- 5843 CA- 674 CA- 6843 CA-		CA-	050016	08/04/2005 I	PINNACLES	ESTANCIA	01	8	1
05230001000065 11-1-	05210003000048	CA-	050017	08/04/2005 I	PINNACLES	ESTANCIA	01	8	0
05230001000067 11-1-	<u>05230001000065</u>		050231	08/26/2005		LOS	62	8	0
05230001000069 11-1- 050233 08/26/2005 LOS 62 8 ALGARROBOS ESTANCIA LOS 62 8 ALGARROBOS ESTANCIA LOS 62 8 ALGARROBOS 62 8 ALGARROBOS 62 8 ALGARROBOS 63 ALGARROBOS 64 ALGARROBOS 65 ALGARR	<u>05230001000067</u>		050232	09/09/2005		LOS	62	8	0
05230001000070 1L-1-	<u>05230001000069</u>	IL-I- 1095	050233	08/26/2005		LOS	62	8	0
05265003000067 CA- 050019 10/06/2005 ESTANCIA 01 8 5843 BW- 05279003000098 CA- 050090 10/11/2005 ESTANCIA 01 8 4674 Printable Version	05230001000070		050234	08/26/2005		LOS	62	8	0
05279003000098 CA- 050090 10/11/2005 ESTANCIA 01 8 4674 Printable Version	<u>05265003000067</u>	CA-	050019	10/06/2005		ESTANCIA	01 .	8	8
	<u>05279003000098</u>	CA-	050090	10/11/2005		ESTANCIA	01	8	1
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New Search

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ALGOHOL AND TOBACCO TAX AND TRADE BUREAU

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

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COLA Detail

TTB ID: @ 05279003000098

Printable Version

Status: @ APPROVED

Vendor Code: 0

Serial #: 0 050090

Class/Type Code: @ TABLE WHITE WINE

Origin Code: O CALIFORNIA

Brand Name: © ESTANCIA

Fanciful Name: 0

Type of Application: @ LABEL APPROVAL

For Sale In: 0

Total Bottle Capacity: 0

Wine Vintage: @ 2004

Formula/SOP No.: 0

Lab No./Lab Date: 0

Approval Date: 10/11/2005

Qualifications: 0

10

Plant Registry/Basic Permit/Brewers No (Principal Place of Business): 0

BW-CA-4674

PACIFIC WINE PARTNERS, PACIFIC WINE PARTNERS, LLC

800 S ALTA ST

GONZALES, CA 93926

Plant Registry/Basic Permit/Brewers No (Other): 0

Contact Information:

Phone Number:

Fax Number:

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<u></u>	•	
05279-003-00098 1. REP. ID. NO. (If any)	APPLICATION FOI	OMB No. 1512-0092 (11/30/200 RTMENT OF THE TREASURY ND TOBACCO TAX AND TRADE BUREAU R AND CERTIFICATION/EXEMPTION BEL/BOTTLE APPROVAL and Paperwork Reduction Act Notice on Back)
2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO.		PART 1 - APPLICATION
BW-CA-4674 / CA-W-3110 / CA-I-4994 3. SERIAL NUMBER (Required) 4. TYPE OF PRODUCT (Required) 9. SERIAL NUMBER (Required) 9. SERIAL NUMBER (Required) 9. Minne 10. DISTILLED SPIRITS 10. MALT BEVERAGE 10. SERIAL NAME (Required) 11. SERIAL NAME (Required) 12. SERIAL NAME (Required) 13. SERIAL NAME (Required) 14. SERIAL NAME (Required) 15. SERIAL NAME (Required) 16. FANCIFUL NAME (If any)	USED ON THE LABEL (Re Pacific Wine Pariners, LLC 800 South Alfa Street Gonzalos, CA 93926	APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC IOTICE, INCLUDE APPROVED DBA OR TRADENAME IF equired)
375 ml - 3.0L CONTENT Monte 13.5% Monte 14. WINE VINTAGE DATE 15. PHONE NUMBER	IMPORT NO. & DATE (If any) VINE APPELLATION (If on label)	17. TYPE OF APPLICATION (Check applicable box(es)) a. ☐ CERTIFICATE OF LABEL APPROVAL b. ☐ CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in
(If on label) 2064 (585) 396-7570	(585) 396-7831	d RESUBMISSION AFTER REJECTION
PORTIONS OF THE LABELS AFFIXED BELOW, ALSO, PRO	CONTAINER (E.G., NET CONTAINS, CIC.). (VIDE TRANSLATIONS OF FOREIGN LAY), caps, celoseds, corks, old) OTHER THAN THE LABELS AFFIXED THIS WORDING MUST BE NOTED HERE EVEN IF IT DUPLICATES NGUAGE TEXT APPEARING ON LABELS.
	RT II – APPLICANT'S CERTIFICA	
Under the penalties of penjury, I declare: that all statement and, that the representations on the labels atlached to this containers to which these labels will be applied. I also certainers to which these labels will be applied. I also certainers to which these labels will be applied. I also certainers to which these these sections of the labels will be applied to the containers of the labels will be applied to the labels at labels	form, including supplemental docu ify that I have read, understood an on of I shel/Bottle A=Pousi	importe truly and correctly represent the section of the
	PART III - TTB CERTIFICATE	the transfer of the second
This certificate is issued subject to applicable 22. DATE ISSUE OF 23 AND HOMES OF SIGNATURE	laws, regulations and conditions as	s set forth in the Instructions portion of this form.
22 DEATE SUE 2005 23 AUTHORIZED GNATU	RE, ALCOHOL AND TOBACCO TA	AX AND TRADE BUREAU
	FOR TTB USE ONLY	
QUALIFICATIONS 10. WHEN NEW LABELS A PRINTED, ALL OF THE MANDATORY INFORMATION MUST APPEAR IN READILLEGIBLE PRINTING ON COMPLETELY CONTRASTIN BACKGROUND.	IE DN LY	
		EXPIRATION DATE (If any)
		[



ESTANCIA CHARDONNAY

At Istancia, we everyce the winemaking process
from grape to glass. Estancia's handcrafted,
bentique-style winemaking results in Chardonnay
butsting with flavors of passion fruit, guara and
fig that usher in a creany, round finish
Uncook and nursind,
www.estanciawinery.com

VINTED & BOTTLED BY
ESTANCIA ESTATES
CONZALES, CA USA. CONTAINS SUBTITES - 750m.
GOYEANMENT WANNING I (I) ACCORDING TO THE
SURGEON GENERAL, WOMEN SHOULD NOT DRINK
ALCHGUE BEVINESS GURNS PREVANNY BECAUSE
OF THE RISK OF BRITIS DEFECTS, (I) CONSUMPION OF
ALCOHOLD REVENUES BAPARS TOUR ABOUT TIDGES
A CARD RO PERALE MACHINERY, AND MAY CAUSE
HEALTH PROBLEMS.



TTB F 5100.31 (3-2003) PREVIOUS EDITION IS OBSOLETE